


# THE SALON CENTER

J A N U A R Y 2 0 2 5



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# re:BOND™

molecular hair science

## JAN/FEB 2025 SALON PROMOTIONS

### Experience FIBERENEW™ and REVOLUTIONIZE the way your clients care for their hair!

*In just 4 minutes*, our **Leave-in Miracle Bond Building<sup>3</sup> Mask with FIBERENEW™**, **rePAIRS**, **reSTORES**, & **reNEWS** the internal bond structures of the hair that have been damaged by bleaching, chemical services, coloring, the environment, or heat styling. This intensive formula also protects from future damage and breakage, while leaving the hair healthier, soft, shiny, and smooth, from the very first use.

- Reverses Damage & Aging
- Noticeable Results After First Use
- Strengthens, Softens, & Smooths
- Patented Bond Repair Technology
- Vegan & Cruelty-Free
- Professional Strength
- For All Hair Types
- Great for 100% Human Hair Extensions



#### Offer #1

#### Bond Repair Trial Kit

Experience the most luxurious, effective and affordable bond-repair treatment system!

#### PURCHASE:

- 1 Leave-In Miracle Bond<sup>3</sup> Building Mask 3oz/89ml
- 1 Miracle Bond<sup>3</sup> Building Shampoo 10.1oz/300ml
- 1 Miracle Bond<sup>3</sup> Building Conditioner 10.1oz/300ml

SPECIAL SALON PRICE: \$39.00  
 SALON VALUE: \$52.00 A 25% SAVINGS! R-PROMO-10

#### Offer #2

#### Bond Repair Business Building Kit

#### FOR RETAIL:

- 3 Leave-In Miracle Bond<sup>3</sup> Building Mask 3oz/89ml
- 3 Miracle Bond<sup>3</sup> Building Shampoo 10.1oz/300ml
- 3 Miracle Bond<sup>3</sup> Building Conditioner 10.1oz/300ml

#### FOR BACK BAR:

- 1 Leave-In Miracle Bond<sup>3</sup> Building Mask 8oz/236ml
- 1 Miracle Bond<sup>3</sup> Building Shampoo 32oz/946ml
- 1 Miracle Bond<sup>3</sup> Building Conditioner 32oz/946ml

#### FOR SAMPLING/MERCHANDISING:

- 12 Miracle Bond<sup>3</sup> Building Mask Trial Packettes .34oz/10ml
- 4 Tent Cards

SPECIAL SALON PRICE: \$199.00  
 SALON VALUE: \$279.50 A 29% SAVINGS! R-PROMO-12



Includes 12 Trial Packettes!



Follow us @rebondhair

THE PERFECT BALANCE OF MOLECULAR HAIR SCIENCE & NATURE



## FAVORITE PRODUCTS from 2024!

Top 10 of 2024

**\$93.00**

salon value \$134.50

SAVE \$41.50

- INVEST IN**
- leave in conditioner 350 ml / 11.8 oz
  - icy blond shampoo 300 ml / 10.1 oz
  - silver shine shampoo 300 ml / 10.1 oz
  - color maintainer shampoo sulfate free 300 ml / 10.1 oz
  - leave in conditioner flower edition 350 ml / 11.8 oz
  - whipped cream 200 ml / 6.8 oz
  - color maintainer conditioner 300 ml / 10.1 oz
- FREE**
- icy blond conditioner 250 ml / 8.4 oz
  - color maintainer shampoo flower fragrance 300 ml / 10.1 oz
  - color maintainer conditioner flower fragrance 300 ml / 10.1 oz
  - treatment brochure

## LATHER, RINSE, REPEAT

Back Bar 35% Off

**\$18.85**

salon value \$29.00

SAVE 35%

- INVEST IN**
- make my day shampoo color 33.8 oz
  - make my day conditioner 33.8 oz
  - colour maintainer shampoo 33.8 oz
  - colour maintainer conditioner 33.8 oz
  - colour maintainer flower shampoo 33.8 oz
  - colour maintainer flower conditioner 33.8 oz
  - leave in conditioner 33.8 oz
  - insta.light shampoo 33.8 oz
  - silver shampoo 33.8 oz
  - silver shine light shampoo 33.8 oz
  - icy blond shampoo 33.8 oz
  - integrity nourishing shampoo 33.8 oz
  - integrity nourishing conditioner 33.8 oz
  - moisture plus shampoo 33.8 oz
  - deep detox shampoo 33.8 oz

## An incredible LINE-UP



### Targeted solutions for ultra-powerful haircare.

Explore the benefits of these incredible products for scalp and hair.

#### incredible serum

**WHY IT WORKS**

A fast-acting scalp serum that provides a foundation for healthy hair, at the source.

**WHY YOU'LL LOVE IT**

Fortifies hair at the root and promotes hair and scalp health.

**THE SOLUTION FOR**

Hair that is weak or brittle and needs strengthening with added shine.

#### incredible milk

**WHY IT WORKS**

Signature ingredients combine for deep nourishment with multiple benefits.

**WHY YOU'LL LOVE IT**

A proven fan-favorite, this leave-in spray makes hair softer, increases shine, prevents split ends, and smells incredible.

**THE SOLUTION FOR**

Hair that is dry/damaged and needs multiple benefits.

#### incredible oil

**WHY IT WORKS**

A blend of powerful oils illuminate and strengthen with protective benefits.

**WHY YOU'LL LOVE IT**

Softens hair, adds shine, protects colour, and absorbs quickly with no residue.

**THE SOLUTION FOR**

Hair that is dull and needs additional shine and softness.

### The incredible line

**\$250.00**

salon value \$362.00

SAVE \$112.00

**INVEST IN**

- 5 incredible oil 50 ml / 1.7 oz
- 5 incredible serum 50 ml / 1.7 oz
- 5 incredible milk 150 ml / 5.1 oz

**FREE**

- 1 incredible oil 50 ml / 1.7 oz
- 1 incredible serum 50 ml / 1.7 oz
- 1 incredible milk 150 ml / 5.1 oz
- 1 incredible desk expo
- 1 incredible pop up kit of 6
- 1 styling cape
- 1 mirror cling

### The incredible line

try me kit

**\$43.00**

salon value \$50.00

SAVE \$7.00

**INVEST IN**

- 1 incredible oil 50 ml / 1.7 oz
- 1 incredible serum 50 ml / 1.7 oz
- 1 incredible milk 150 ml / 5.1 oz

**FREE**

- 1 mirror cling

dry shampoo 3+1

**\$39.00**

salon value \$52.00

SAVE \$13.00

**INVEST IN**

- 3 lifestyling dry shampoo 225 ml / 4.75 oz

**FREE**

- 1 lifestyling dry shampoo 225 ml / 4.75 oz



whipped cream 3+1

**\$39.00**

salon value \$52.00

SAVE \$13.00

**INVEST IN**

- 3 whipped cream 200 ml / 6.8 oz

**FREE**

- 1 whipped cream 200 ml / 6.8 oz



Aloxxi



JANUARY - FEBRUARY & Q1 2025

PROMOTIONS

# BOMBSHELL BLOWOUT!

Get 27% OFF ON BOMBSHELL RETAIL

**Bombshell Volume Grip Styler 6.5oz**

SALON COST: \$7.99 ea

SALON VALUE: \$11.00

**Bombshell Shine Mist 6.5oz**

SALON COST: \$9.99 ea

SALON VALUE: \$13.75

**BOMBSHELL DUO**

**Bombshell Shampoo 8oz**

**Bombshell Conditioner 8oz**

SALON COST: \$17.99 duo

SALON VALUE: \$25.00



# PREP, COLOUR, LOCK AND GO!

Buy One COLOURPRIME Pre-Color Treatment & One COLOURLOCK Post-Color Treatment and Receive an Apron FREE

PRODUCT	SIZE
COLOURPRIME	10.1 Fl. Oz. / 300 mL
COLOURLOCK	16.9 Fl. Oz. / 500 mL

Stylist Apron

31% OFF



SALON VALUE:	\$72.50
SALON COST:	\$50.00
SALON SAVINGS:	\$22.50

LIMITED QUANTITIES AVAILABLE

# IT'S A WHITE HOT WINTER!

BUY 12 TUBES OF LUMINEXX AND RECEIVE A BLONDE78® WHITE LIGHTENER FREE

14% OFF



PRODUCT	SIZE
12 - LUMINEXX Shades	3.3 Fl. Oz. / 100 mL
Blonde78 White LIGHTENER	14.4 Oz. / 400g

SALON VALUE:	\$139.40
SALON COST:	\$119.40
SALON SAVINGS:	\$20.00

# WE'VE GOT SHINY, SMOOTH, HEALTHY HAIR IN THE BAG!

Buy an E7 Anti-Frizz Hair Mask and E7 Leave-In Conditioning Cream and get an Aloxxi Wet Brush and Travel Bag FREE

PRODUCT	SIZE
1- E7 Anti-Frizz Hair Mask	6.8 Fl. Oz. / 200 mL
1- E7 Leave-In Conditioning Cream	6.8 Fl. Oz. / 200 mL
1- Aloxxi Wet Brush	
1- Promotional Travel Bag	

36% OFF



SALON VALUE:	\$46.95
SALON COST:	\$30.00
SALON SAVINGS:	\$16.95

LIMITED QUANTITIES AVAILABLE

# MOISTURE DROP!

Get Hydrating Liters 20% OFF

PRODUCT	SIZE
Hydrating Shampoo Liter	33.8 Fl. Oz. / 1L
Hydrating Conditioner Liter	33.8 Fl. Oz. / 1L

20% OFF



SALON VALUE FOR 1 DEAL:	\$27.50
SALON COST FOR 1 DEAL:	\$22.00
SALON SAVINGS:	\$5.50

# 2025 RESOLUTION: COMMIT TO GROWTH!

JANUARY - FEBRUARY 2025

## RESOLUTION #1: FOCUS RETAIL ON PRODUCTS CONSUMERS ARE OBSESSING OVER

### #1 ANTI-HUMIDITY, FRIZZ FIGHTER



#### PURCHASE

(6) Extra Strength Dream Coat  
6.7 fl oz

#### RECEIVE FREE

(1) Dream Smooth Professional Paddle Brush

Wide-face Pro brush speeds drying time + delivers sleekest, smoothest Dream Coat results

**SALON COST: \$96.00**

Total Value: \$121.00

### VIRAL VOLUMIZERS



#### PURCHASE

(3) Xtra Large Bombshell Volumizer  
6.5 fl oz

(3) Raise the Root  
5.0 fl oz

#### RECEIVE FREE

(1) "This Is How We Roll" set of 12 velcro rollers

Clip-free, velcro rollers deliver biggest, bounciest, bombshell blow-outs

**SALON COST: \$75.00**

Total Value: \$85.00

## RESOLUTION #2: MANIFEST MORE MONEY

### RICH TREATMENTS FOR ALL HAIR TYPES



#### PURCHASE

(6) Money Masque  
7.5 oz

#### RECEIVE FREE

(3) Money Mist Leave-in Conditioner  
1.6 fl oz

Luxe, light, leave-in conditioner for glossy, expensive-looking hair

**SALON COST: \$135.00**

Total Value: \$156.00

## RESOLUTION #3: CAPITALIZE ON SCALP CARE TREND

### OPTIMAL SCALP CARE ESSENTIALS



#### PURCHASE

(6) Youth Juice Collagen Scalp Treatment 1.7 fl oz

Scalp treatment promotes optimal scalp condition for thicker stronger strands. Youth Juice helps reduce shedding by up to 90%\*

#### RECEIVE FREE

(1) Color Security Shampoo Pro Size 32 fl oz  
Unique sulfate-free, no-residue shampoo

**SALON COST: \$138.00**

Total Value: \$174.00

\*while supplies last



BEFORE YOUTH JUICE

AFTER 30 DAYS USE\*

\*In vivo clinical study of 30 volunteers over 28 days

### Featured Collection

Buy Shampoo and Conditioner, Get Leave-In FREE!

#### Volume+Keratin

**Bundle Includes:**

- Volume+Keratin Shampoo (10.1 oz / 300 ml)
- Volume+Keratin Conditioner (10.1 oz / 300 ml)
- Volume+Keratin Root Boost & Volumizer (8.5 oz / 251 ml)

Salon Value: \$42.50 **Special Offer: \$28**



### Featured Leave-In

Buy 3, Get 1 FREE!

**Purchase:**

3 - Moisture+Keratin Leave-In (8.5 oz / 251 ml)

**FREE:**

1 - Moisture+Keratin Leave-In (8.5 oz / 251 ml)

Salon Value: \$53 **Special Offer: \$39.75**



### Featured Styling

Buy 2, Get 20.25% Off!

**Purchase:**

2 - Style+Keratin Argan Oil (1.7 oz / 50 ml)

Salon Value: \$31.50 **Special Offer: \$25.12**



### Color Lock and Smooth

20.25% Off!

Salon Value: \$70 **Special Offer: \$56**



# JOON

Persian Secrets

## SAFFRON ROSE MOISTURE MASK

This rich, creamy conditioning mask will melt into the hair, leaving it ultra-hydrated and soft as silk. The antioxidant pairing of saffron, rose, pistachio and pomegranate nourish dry hair resulting in locks that look both shiny and healthy. Meanwhile, shea butter and almond oil work in harmony to moisturize and smooth. Safe for extensions, color and keratin-treated hair.



**Saffron Rose Moisture Mask**  
8.5 fl.oz  
\$21 Salon • \$42 Retail

## TRY-ME KIT

**\$79**

Save 20%

(Salon Value \$98)

Saffron Hair Elixir 1.1 fl.oz, Saffron Rose Moisture Mask 8.5 fl.oz, Persimmon Rose Hairspray 8 fl.oz, Sumac Scalp Scrub 5.7 fl.oz, Saffron Rose Shampoo 10 fl.oz, Saffron Rose Conditioner 10 fl.oz, and a Joon Pamphlet



## STYLIST INTRO

Intro Kit Includes:

**\$399**

Save 25%

(Salon Value \$530)



Plus 24 Joon Pamphlets and 3 Joon Glorifier

Saffron Hair Elixir Mini 0.17 fl.oz	Saffron Hair Elixir 1.1 fl.oz	Saffron Hair Elixir 3.1 fl.oz	Saffron Rose Moisture Mask 8.5 fl.oz	Persimmon Rose Spray 8 fl.oz	Sumac Scalp Scrub 5.7 fl.oz	Saffron Rose Shampoo Conditioner 10 fl.oz	Saffron Rose Shampoo 1L Conditioner 1L 33.8 fl.oz
\$3 Salon \$6 Retail	\$14 Salon \$28 Retail	\$25 Salon \$50 Retail	\$21 Salon \$42 Retail	\$16 Salon \$32 Retail	\$19 Salon \$38 Retail	\$14 Salon \$28 Retail	\$32 Salon \$64 Retail

Plus 24 Joon Pamphlets and 3 Joon Glorifier

# Scruples®

NOW AVAILABLE  
IN THE CAROLINAS!

## HAIR CARE JUST GOT A LITER BETTER!

**SELECT LITERS DEAL - \$9.99**

**RENEWAL**  
COLOR RETENTION SHAMPOO 144

**MOISTURE BATH**  
REPLENISHING SHAMPOO 104

**STRUCTURE BATH**  
VOLUMIZING SHAMPOO 114

**HAIR CLEARIFIER**  
DEEP CLEANSING SHAMPOO 124

Liter - reg. \$16.12 USA salon cost

**RENEWAL**  
COLOR RETENTION CONDITIONER 284

**ER**  
EMERGENCY REPAIR CONDITIONER 294  
Liter - reg. \$19.03 USA salon cost

**MOISTUREX**  
REPLENISHING CONDITIONER 204

**QUICKSEAL**  
DETANGLING CONDITIONER 224

Liter - reg. \$20.55 USA salon cost

SAVE  
UP TO  
**51%**



## BRIGHTEN UP WINTER WITH A BLONDE BOOST

**FREE GIFT WITH PURCHASE**

**POWER BLONDE**  
LIGHTENING POWDER  
800g - 28.2oz

**\$42.16 USA**

**RECEIVE FREE**

**POWER BLONDE**  
LIGHTENING POWDER  
400g - 14.1oz

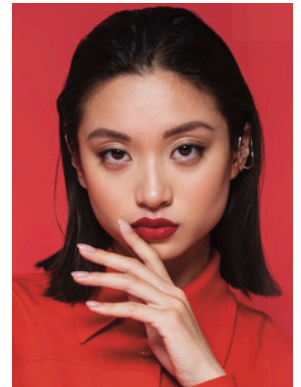


## START THE NEW YEAR WITH TRUE SAVINGS

**SPECIAL DEAL - SAVE 25%**

**TRUE INTEGRITY**  
OPALESCENT CREME COLOR  
2.05oz

**\$6.67 each USA**



## WINTER HAIR WARRIORS PROTECT, VOLUMIZE, SHINE

**SPECIAL DEAL - SAVE 25%**

**QUICK RECOVERY**  
LEAVE-IN CONDITIONER  
6oz - reg. \$11.23 salon cost

**\$8.43 USA**

**HIGH DEFINITION**  
VOLUMIZING MOUSSE  
10.6 oz - reg. \$14.98 salon cost

**\$11.24 USA**

**SILK SERUM**  
SMOOTH & SHINE

3oz - **\$11.24 USA** 6oz - **\$13.34 USA** 12oz - **\$22.91 USA**

## SPOTLIGHT!

**SPECIAL DEAL**

**DRY SHAMPOO**  
FRESH FINISH  
7.5oz - reg. \$13.71 salon cost

**\$7.99 USA**







# BRAZILIAN BLOWOUT®

Earn more in less time.  
Give every client  
the hair of a lifetime.

## Brazilian Blowout B3 Big Savings

**\$4,200** EARN IN SERVICE REVENUE

**SALON COST**  
\$448.00

**SALON VALUE**  
\$688.00

### BUNDLE INCLUDES:

- 1 - 17 oz b3 Bond Builder
- 1 - 34 oz b3 Demi Permanent Conditioner
- 2 - 12 oz b3 Color Care Shampoo
- 2 - 12 oz b3 Color Care Conditioner
- 2 - 6 oz b3 Restore & Protect Reconstructor
- 4 - 4.75 oz b3 Ionic Color Lock
- 1 - b3 Color Brush
- 1 - b3 Color Bowl

### BONUS FREE:

- 1 - Brazilian Blowout Dryer



## BB Small Multi-Service Bundle

**\$4,000** EARN IN SERVICE REVENUE

**SALON COST**  
\$352.00

**SALON VALUE**  
\$698.00

### PURCHASE:

- 1 - 12 oz Brazilian Blowout Original Solution
- 1 - 16 oz Ionic Cleanser
- 1 - 12 oz Ionic Bonding Spray
- 2 - 12 oz Anti-Frizz Shampoo
- 2 - 12 oz Anti-Frizz Conditioner
- 2 - 8 oz Daily Smoothing Serum
- 3 - 3.4 oz Ionic Bonding Spray

### Receive Free:

- 1 - 12 oz Anti-Frizz Shampoo
- 1 - 12 oz Anti-Frizz Conditioner
- 3 - 3.4 oz Ionic Bonding Spray
- 1 - BB Boar Bristle Brush
- 1 - BB Applicator Brush/Comb
- 2 - BB Protective Eyeglasses
- 1 - BB Solution Bowl

### BONUS FREE:

- 1 - BB Hot Tool of Choice (BB Flat Iron, Curling Wand, or Blow Dryer)



# JANUARY FEBRUARY PROMOTIONS 2025



NOT AVAILABLE IN NORTH or SOUTH CAROLINA

## HAPPY BIRTHDAY CALURATEN!

One year of 10-minute hair colour needs to be celebrated! CaluraTEN is one of the best launch of 2024, nominated and voted for by the industry, for its creativity, innovation and efficiency behind the chair.

**BUY 9 CALURATEN SHADES AND GET 1 FREE!**



**US: \$78.75  
VALUE: \$87.50  
SALON SAVINGS: 10%**

## BLINDED BY THE HAIR

Offer the shiniest hair to your salon guests with the best demi-permanent hair colour in the market, Calura Gloss!

**BUY 12 CALURA GLOSS SHADES AND GET 1 FREE LOTION DEVELOPER, 32 OZ!\***



### JLADNER



"Calura Gloss is truly innovative and represents the future of hair colour. The alcohol-free base is much gentler on the hair and scalp, allowing for healthier, more hydrated results without compromising colour performance. The hybrid technology, combining the best of both alkaline and acidic formulations, creates unparalleled shine and colour longevity."

- Jladner, Chief Brand Ambassador



ACCESS THE CALURA GLOSS LOOKBOOK FOR 100+ FREE FORMULAS

**US: \$88.20  
VALUE: \$97.70  
SALON SAVINGS: 10%**

\*Limit 1 per salon



## CALURA STYLING BEST SELLERS

They are best sellers for a reason! Give your guests the best hairstyles to feel confident starting this new year.

**BUY 4 OF THE SELECTED CALURA STYLING PRODUCTS AND GET 1 FREE - MIX AND MATCH**

CALURA EXPRESS BLOWOUT MIST, 8.5 OZ  
CALURA CURL BALM, 8.5 OZ  
CALURA AMPLIFYING MOUSSE, 71 OZ



**US: \$68.00  
VALUE: \$85.00  
SALON SAVINGS: 20%**

## SUSTAINABILITY SHOULDN'T BREAK YOUR BANK

Reduce waste and save with easy-to-use refill bags.

**ENJOY UP TO 25% OFF LITER REFILL BAGS!**

Calura Moisture Balance Cleanser, 32 OZ - \$29.00  
Calura Moisture Balance Conditioner, 32 OZ - \$30.80  
Blacklight Nourishing Shampoo, 32 OZ - \$27.60  
Blacklight Nourishing Conditioner 32 OZ - \$30.80  
Blacklight Blue Shampoo, 32 OZ - \$30.80  
Blacklight Blue Conditioner, 32 OZ - \$36.40  
Blacklight Violet Shampoo, 32 OZ - \$30.80  
Blacklight Violet Conditioner, 32 OZ - \$36.40



N.B. Prices shown already include the promotion.

# JAN / FEB 2025 PROMOS



## Bokka Tote Bag Deal!

*Incredible styling kit for all textures!*

**PURCHASE:**

- 1 Velvet Smooth Blowdry Balm - 6.8oz / 200ml
- 1 Blowdry Boost Volumizing Spray - 6oz / 177ml
- 1 Abyssinian & Kendi Oil Serum - 1.7oz / 50ml
- 1 All Curled Up Defining Cream - 6oz / 177ml
- 1 Defy Gravity Volume & Thickening Foam - 7oz / 207ml

**SPECIAL SALON PRICE: \$49**

SALON VALUE: \$63 **A 22% SAVINGS!**

**ADDED BONUS:**

- 1 Bokka Jute Tote Bag (a \$10 value)

## Salon & Stylist Try Me Kit

**PURCHASE:**

- 1 Replenishing Moisture Shampoo - 10.1oz / 300ml
- 1 Replenishing Moisture Conditioner - 10.1oz / 300ml
- 1 Replenishing Moisture Masque - 8oz / 237ml
- 1 Miracle Rescue & Repair Shampoo - 10.1oz / 300ml
- 1 Miracle Rescue & Repair Conditioner - 10.1oz / 300ml
- 1 Miracle Rescue & Repair All-in-1 Leave-in Treatment - 6oz / 177ml
- 1 Thikk.Volume Shampoo - 10.1oz / 300ml
- 1 Thikk.Volume Conditioner - 10.1oz / 300ml
- 1 Velvet Smooth Blowdry Balm - 6.8oz / 200ml
- 1 Blowdry Boost Volumizing Spray - 6oz / 177ml
- 1 Abyssinian & Kendi Oil Serum - 1.7oz / 50ml
- 1 All Curled Up Curl Defining Cream - 6oz / 177ml
- 1 Defy Gravity Volume & Thickening Foam - 7oz / 207ml
- 1 Show Off & Shine Illuminating Styling Spray - 16.9oz / 500ml
- 1 Born for the Stage Finishing Spray - Firm Hold - 16.9oz / 500ml
- 1 Mirror Cling - "Ask me about Plant Powered Color Care"
- 1 Tent Card - "Plant Powered Color Care"



**SPECIAL SALON PRICE: \$160.00**

SALON VALUE: \$195.50 **A 18% SAVINGS!**



**FEATURED COLLECTION**

## Replenishing Moisture

*Protection & hydration from harsh winter weather, plus longer-lasting color!*

**PURCHASE:**

- 1 Replenishing Moisture Shampoo - 10.1oz / 300ml
- 1 Replenishing Moisture Conditioner - 10.1oz / 300ml
- 1 Replenishing Moisture Masque - 8oz / 237ml

**SPECIAL SALON PRICE: \$30**

SALON VALUE: \$38 **A 21% SAVINGS!**

CBD CHARGED | LATEST CLINICALLY-PROVEN TECH

# LEAF FLOWER™

RESULTS DRIVEN | FOR STYLISTS, BY STYLISTS

## PRO TREATMENTS



3-in-1 MOLECULAR MENDER  
**\$135.00** for 16.9oz  
 FREE 7min Blowout w/purchase

CURL TREATMENT  
**\$99.00** for 16.9oz  
 FREE Curl Cream w/purchase

VOLUME TREATMENT  
**\$99.00** for 16.9oz  
 FREE Volume Spray w/purchase

## DUOS



INSTANT REPAIR DUO  
**\$29.50**

CURL REFRESH DUO  
**\$33.50**

INSTANT VOLUME DUO  
**\$33.50**

## CBD TAME & FIX FLYAWAY STICK

DISPLAY INTRO INCLUDES:  
 12 - CBD TAME & FIX FLYAWAY STICKS

SALON PRICE:

**\$120.00**

SALON VALUE \$129.99



# TRUSS

PROFESSIONAL

## FAVORITE TRUSS TREATMENTS

### DAMAGED HAIR

FAST REPAIR & FRIZZ ZERO



#### BUY

- 2 Frizz Zero Shampoo 300ml
- 2 Frizz Zero Conditioner 300ml
- 1 Bidimensional Shampoo 1L
- 1 Lipidic 650ml
- 1 Intensive Nutrition 1L

#### GET

- 2 Frizz Zero 260ml

**SAVE 18%**  
**NOW \$186.00**  
\$228.00 VALUE

### WEAKENED HAIR

PERFECT BALAYAGE



#### BUY

- 1 No Metal Equalizer Shampoo 1L
- 1 Intensive Nutrition 1L
- 1 Deep Reconstruction Fluid 500ml

**SAVE 15%**  
**NOW \$124.10**  
\$146.00 VALUE

### DETOX AND PROTECT

STOP DAMAGE NO METAL & VEGAN DETOX



#### BUY

- 1 Stop Damage No Metal Shampoo 1L
- 1 Stop Damage Protect Fluid 500ml
- 1 Stop Damage No Metal Intensive Mask 650ml

#### GET

- 2 Vegan Detox Shampoo 300ml

**SAVE 15%**  
**NOW \$172.00**  
\$204.00 VALUE



## BLANC BLOND

Lightening Powder

AN INCREDIBLE ALLY FOR LIGHTENING HAIR, LIFTING HAIR UP TO 7 LEVELS



VEGAN  
COLLAGEN



BLEND OF  
MIRACLE OILS



COLLAGEN



LANOLIN

Blue pigment neutralizes warm undertones during lifting, and the dust-free formula keeps your application clean and safe

**Blanc Blond**  
Lightener

**SAVE 15%**  
**NOW \$26.35**  
\$31.00 VALUE

# KARAL

PASSION IS AT THE HEART OF BEAUTY

## BACÓ

COLOR COLLECTION



Buy 24 Baco Color Collection (Stylist Choice) and **get free:**

- 2 Barrier Cream
- 1 Stain Removing Wipes

Special Price **\$221.70**

Salon Value \$184.80  
SAVINGS 17%

## BACÓ

COLOR GLAZE

Buy 12 Baco Color Glaze (Stylist Choice) and **get 3 for free**

Special Price **\$72.00**

Salon Value \$90.00  
SAVINGS 20%



**0%**  
AMMONIA  
MEA  
SILICONES

# EXTRA K

## BUY 2 AND GET 1!



Special Price **\$38.00**

Suggested Retail Value **\$57.00**

## PURIFY

Get 1 **50% Off**

Buy 1 Purify Shampoo or Conditioner retail size and **get 1 50% off its price**



## BLONDE ELEVATION Hair Lightener



### LIGHTENING POWDER

Bleaching powder with blue pigment to counteract orange/yellow reflections during lightening. Ideal for all hair types.

**Vegan Friendly**

INGREDIENTS  
BLU POWDER  
AMINO PLEX

**\*\*While quantities last\*\***

Buy 1 Lightening Powder 70oz **get 2 Developers for free**

Special Price **\$41.64**

Salon Value \$57.34  
SAVINGS 18%



**Get for Free** 2 LITER SIZE DEVELOPERS (Stylist Choice)



# framesi January/February 2025 Promotions

FRAMESI  
**COLOR LOVER®**  
LITERS

**SAVE 35%**

>95% LONGER LASTING COLOR

All FRAMESI COLOR LOVER is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride



STOCK UP FOR THE NEW YEAR!

VOLUME BOOST, MOISTURE RICH, CURL DEFINE, SMOOTH SHINE  
\$13.62 ea. | reg. price \$20.95 ea.

DYNAMIC BLONDE  
\$14.92 ea. | reg. price \$22.95 ea.

**UP TO 50% OFF**

Select FRAMESI COLOR LOVER Texture



Curl Define Shampoo & Conditioner  
\$9.07 ea. reg. price \$12.95 ea.

Curl Pudding, Hair Straightening Serum, Stop Frizz  
\$9.77 ea. reg. price \$13.95 ea.

Progressively Smooth  
\$9.98 reg. price \$19.95



177mL/ 6 fl. oz. 100mL/ 3.4 fl. oz. 177mL/ 6 fl. oz. 177mL/ 6 fl. oz. 500mL/ 16.9 fl. oz.

DECOLORB PRO-FORCE

**SAVE 50%**

A NEW GENERATION FOR HAIR PROTECTION

400 mL/13.5 fl. oz.  
\$30.00 each reg. price \$59.99 ea.

1000 mL/33.8 fl. oz.  
\$17.50 each reg. price \$34.99 ea.



• vegan • gluten free • paraben free • sulfate free • dea free • money saving

BE DYNAMIC

FRAMESI  
**COLOR LOVER®**  
>95% LONGER LASTING COLOR

**SAVE 50%**

Dynamic Brunette Shampoo & Dynamic Red Shampoo

**\$6.98**  
reg. price: \$13.95



500 mL/16.9 fl. oz.

All FRAMESI COLOR LOVER is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

**January ONLY**

FRAMCOLOR  
2001 INTENSE  
PERMANENT HAIRCOLOR

**SAVE 20%**

ALL FRAMCOLOR 2001 INTENSE SHADES  
\$7.16 each  
reg. salon value: \$8.95 each

PROCESSES IN HALF THE TIME!  
Non-Progressive Formula



60 mL/2 oz.

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

**January ONLY**

FRAMESI  
**COLOR LOVER®**  
DIAMOND STRONG

**SAVE 30%**

All FRAMESI COLOR LOVER IS:  
Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride



500 mL/16.9 fl. oz. Diamond Strong Shampoo \$9.77 ea. reg. price \$13.95 ea.  
500 mL/16.9 fl. oz. Diamond Strong Conditioner \$9.77 ea. reg. price \$13.95 ea.  
200 mL/6.8 fl. oz. Hair Repair Foam \$9.77 ea. reg. price \$13.95 ea.

**MORPHOSIS**



clean and conscious beauty  
a *cleanical*, prescriptive approach to scalp and hair care



LITERS  
**30% OFF**

SCALP DENSIFYING REINFORCING  
BALANCE PURIFYING REPAIR  
COLOR PROTECT SUBLIMIS OIL

REG. \$24.99  
**NOW \$17.49 ea.**  
1000 mL / 33.8 fl. oz.

980210-MUS

WE CHANGE. IT'S NATURAL.

www.morphosiscleanbeauty.com

tressa<sup>®</sup>  
Professional

W<sup>OO</sup>  
WATER  
COLORS

BēVē<sup>™</sup>  
BEAUTIFULLY  
VEGAN

**JANUARY & FEBRUARY**

**25% OFF CLASSIC SHAMPOO**  
~~\$13.75~~ \$10.31



**15% OFF BASE DROPS**  
~~\$13.75~~ \$11.69



**20% OFF WATERCOLORS  
LIGHTENER**  
~~\$44.00~~ \$35.20



**20% OFF ICE WHIP**  
~~\$13.75~~ \$11.00

**BEFORE YOU USE  
IT, YOU NEED TO  
SHAKE THE CAN  
WELL!**



**15% OFF FKS**  
~~\$15.00~~ \$12.75



**25% OFF CUTTING EDGE**  
~~\$9.90~~ \$7.43



**20% OFF ALL  
INDIVIDUAL WAVES**  
~~\$6.75~~ \$5.40



**20% OFF  
LITEWORX  
LIFTING  
POWDER**  
~~\$22.00~~  
\$17.60



**20% OFF ALL BēVē PRODUCTS**

Hydrating Shampoo Liter.....	<del>\$25.50</del>	\$20.40
Hydrating Conditioner Liter.....	<del>\$25.50</del>	\$20.40
Hydrating Shampoo 8Oz.....	<del>\$12.75</del>	\$10.20
Hydrating Conditioner 8Oz.....	<del>\$12.75</del>	\$10.20
Finished Hairspray.....	<del>\$12.00</del>	\$9.60
Curled Curl Enhancer.....	<del>\$10.50</del>	\$8.40





# ALCÔVE

NOT AVAILABLE IN NORTH or SOUTH CAROLINA

NO FLUFF NO FILTERS **RESULTS ONLY.**

## PRE-WASH SCALP OIL

35mL / 1.2 fl. oz

A unique, gentle oil exfoliator, specially formulated to protect the skin's moisture barrier by relieving and soothing dry, flaky scalp. Additionally, it moisturizes the hair and improves its appearance and manageability.

REGULAR SALON PRICE: \$9.00  
MSRP: \$10.00



**EXCLUSIVE OFFER**  
**PRE-WASH SCALP OIL**

VALUE: \$9.00 **SALON SAVINGS: 17%**



With suspended bamboo exfoliating particles!



## FRIZZ FREE

Salon Price  
**\$9**

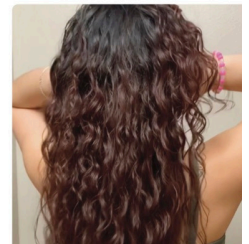
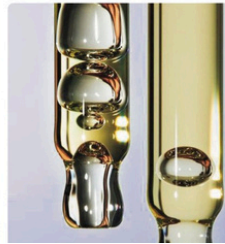
The best way to fight winter frizz while discovering our bestseller, the Curl Activator.

**BUY 1 SERUM**  
**GET 1 FREE TRAVEL SIZES CURL ACTIVATORS**

VALUE: \$13.40 **SALON SAVINGS: 33%**



Free!



## MASK STATION

Salon Price  
**\$39.60**

Introducing the Counter Display featuring the best-selling and award-winning Restructuring Mask. This display is perfect for a cash station or shelf, allowing guests to try the mask before they buy full size.

**THE KIT INCLUDES:**  
12 X Restructuring Mask, 55 ML / 1.9 oz  
1 x Display Box

VALUE: \$52.80 **SALON SAVINGS: 25%**  
MSRP: \$6.00 for one travel size

Best way to try our best seller!



## TREAT YOURSELF

Salon Price  
**\$9**

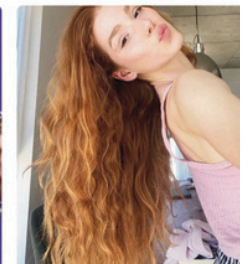
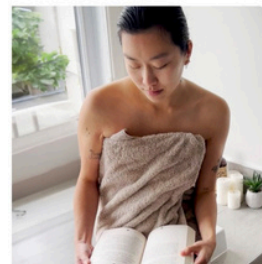
An essential for your guest looking to hydrate and repair dry hair during the cold winter months.

**THE KIT INCLUDES:**  
1 X Restructuring Mask, 250 ML / 8.5 oz  
1 X Hydrating Shampoo, 60 ML / 2 oz  
1 X Hydrating Conditioner, 60 ML / 2 oz

VALUE: \$17.80 **SALON SAVINGS: 49%**  
MSRP: \$10.00



It's the best!





## Premium Farm Direct Seed-to-Shelf CBD Products



- Organically Farmed CBD
- Pesticide FREE
- Non-GMO
- Cruelty FREE
- Vegan
- Gluten FREE



Our 3000mg Full Spectrum CBD Lotion is made with 80%+ pure Full Spectrum CBD Distillate. Designed for those achy days it'll be sure to provide what you need. Relax with the warming and cooling sensations of all natural menthol as your problems dissipate away.

## SPECIAL SALE!

Hemp CBD Lotion Topical Full Spectrum

BUY 1 Hemp CBD Lotion 4oz,

Salon Price: ~~\$45.00~~ **\$33.75**

Save 25%

## Hemp CBD Oil Tincture Full Spectrum



Our Full Spectrum Tinctures are made with 80%+ pure Full Spectrum CBD Distillate. The Full Spectrum tinctures not only contain CBD but also contain some terpenes, and other cannabinoids such as CBD, CBG, CBDV, CBC, and trace amounts of THC (less than 0.3%). Full spectrum products are more effective because the multiple cannabinoids and terpenes work together synergistically in what is recognized as the "entourage effect".

Oil Tincture 1000mg (1.0 oz) - \$26.00

Oil Tincture 4000mg (2.0 oz) - \$47.99

Recommended servings per bottle: 1.0 oz=30 2.0 oz = 60

# NEW YEAR, NEW SALES!

## STYLETEK

### 5 X 11 PRE CUT POP UP FOIL

- 500 Count
- Ready To Use
- Light Embossed with a Dot Texture
- No slip, ultimate grip

**\$9.99 EACH**



### ALL PURPOSE CAPE OR ALL PURPOSE APRON



**ONLY \$13.99EA**

### 9 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



**ONLY \$16.99**

### 5 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



**ONLY \$10.99**

### COLOR REMOVER WIPES



**ONLY \$8.99**

### DELUXE TOUCH CLEAR COLORING GLOVES (100 COUNT)



**ONLY \$4.99**

### DELUXE TOUCH BLACK COLORING GLOVES (100 COUNT)



**ONLY \$5.99**

### 5 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



**ONLY \$14.99**

### SILVER FOIL ROLL 5" X 1600 FT



**ONLY \$36.99**

### 21" PROCESSING CAPS (100 COUNT)



**ONLY \$5.99**

# LUMINE BEETLE

- Pro Sintered Blade
- Extra Blade Included
- Cordless Trimmer
- 6,000 rpm
- Lithium Battery
- Autonomy 90 minutes
- Hanging Hook
- Ergonomic Design
- Min. Cut 0.3mm



**SALON COST**  
**\$49.95**

\*ALL SALES ARE FINAL

# IQ LITE MAX



- Powerful Airflow (1600w)
- 2 Speeds 3 Temperatures
- Lightweight (10.5 oz)

**SALON COST**  
**\$139.95**

\*ALL SALES ARE FINAL

# IQ3 PERFETTO



- Ultra Powerful Airflow
- "Color Lock Effect"
- Ultralight (10.4 oz)

**SALON COST**  
**\$269.00**

\*ALL SALES ARE FINAL

# WAVER

- Silk Chrome Titanium
- Quick Heat Technology
- 4 Heat Levels:  
320 - 350 - 390 - 420 ( F )
- Central Barrel Wave Regulation  
from 0.66, 0.78, 0.86, and 0.98 (in)
- Barrels Wave Sizes 0.62 x 4.33 in



**SALON COST**  
**\$57.50**

\*ALL SALES ARE FINAL